



# **NATIONAL FILM AND SOUND ARCHIVE OF AUSTRALIA**

## **Request for Tender NFSA 2526/P003**

Digital Media Agency

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## **RFT Document 2 Statement of Requirements**

RFT Closing Time:  
2:00 PM Canberra Time, Friday 29 August 2025

### **Important Dates**

29 July 2025	Request For Tender Release Time (2:00PM Canberra Time)
19 August 2025	Question and Clarification Request Deadline (2:00PM Canberra Time)
29 August 2025	Request For Tender Closing Time (2:00PM Canberra Time)

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## **1. Introduction**

- 1.1 The National Film and Sound Archive of Australia (NFSA) invites Tender Responses from suitably qualified and experienced organisations for the provision of a Digital Media Agency (**Goods/Services**) as set out in this *RFT Document 2 – Statement of Requirements* in accordance with Request for Tender (**RFT**) NFSA 2526/P003.
- 1.2 For more information about this RFT process, refer to *RFT Document 1 – Conditions of Tender*.

## **2. Statement of Requirements**

### **2.1 Background and Scope**

The NFSA are the custodian of the nation's audiovisual heritage and under the *National Film and Sound Archive Act 2008* our mandate is to collect, preserve and share Australia's moving image and record sound culture with current and future generations.

In FY24, items from the collection were viewed more than 137 million times around the country, making it one of the country's most vital and utilised cultural resources. Our national audiovisual collection is rich. Interest in the past is perennially high for learning, entertainment and communal identity.

The NFSA is investing in editorial, content, and programming strategies to ensure that our storytelling reflects the diversity and cultural dynamism of contemporary Australia.

The NFSA has ambitions to have greater engagement with Australian audiences, with more people viewing more of our content, more often.

The NFSA is looking to engage a proactive and highly capable media buying agency to plan, buy, manage and optimise media activity across relevant channels with a focus on digital.

The preferred tenderer (if any) will have experience working with entertainment and/or culture brands. This procurement reflects the first time the NFSA has engaged a media buying partner at this scale.

The NFSA is seeking a tenderer with specialist expertise, tools and industry relationships required to deliver this project.

The scope includes, but is not limited to:

- Media strategy, planning and buying across digital channels (e.g. search, BVOD, display, audio, social, content partnerships)
- Ongoing campaign management, reporting, and optimisation
- Collaboration with internal stakeholders and external creative partners
- Insights and benchmarking to build NFSA's media capability over time.

### **2.2 Objectives and Outcomes**

#### **2.2.1 Objectives**

- (a) Deliver a strategic, audience led approach by planning, buying, managing and optimising digital (and potentially other) channel activity in line with our marketing strategy, broader 2025 to 2027 corporate strategy and audience growth goals. Use data and insights to inform decisions.
- (b) Increase national awareness and engagement, raising the profile of the brand and the national collection by reaching a broader and more culturally diverse audience through geo-targeted, high impact media activity.
- (c) Support major initiatives such as the launch of the new NFSA website (Platform 25), driving traffic to key NFSA platforms ensuring campaigns are timed and tailored to support important projects.
- (d) Ensure efficient media investment and performance reporting. Maximise our available budget and provide transparent reporting that supports continuous improvements.
- (e) Provide insights and benchmarking that support knowledge sharing and long-term growth in our media capability.
- (f) Provide expertise for all above-the-line advertising opportunities.
- (g) Advise on and make recommendations for new or innovative media channels.

#### 2.2.2 Outcomes

- (a) Increased website traffic (paid and organic), campaign impressions, and engagement rates across digital platforms and geographic target areas
- (b) Grow FY24 audience size in line with audience thesis targets
- (c) Uplift in brand awareness and perception, as measured via brand tracker and campaign-specific metrics
- (d) Optimised media investment across channels, with clear performance metrics against agreed KPIs (e.g. cost-per-click, cost-per-acquisition, conversion rates)
- (e) Effective media support for milestone moments including the launch of the new NFSA website, resulting in increased visitation and interaction with priority content
- (f) Delivery of comprehensive reporting and insights to inform long-term marketing planning and future campaign strategy.

### 2.3 Goods/Services Description

The NFSA seeks a media agency with a focus on digital to plan, buy, manage and optimise paid digital campaigns across channels such as search, BVOD, display, audio, social and content partnerships. The agency will deliver strategic media plans, ongoing reporting and insights, and work closely with NFSA teams and creative partners to support national brand awareness, audience growth and the launch of the new NFSA website.

### 2.4 Deliverables and Milestones

- 2.4.1 Develop a digital media strategy aligned with our audience thesis and FY26 marketing strategy.
- 2.4.2 Provide flighting recommendations and budget allocations across channels.

- 2.4.3 Prepare or support media pitches for priority campaigns with recommendations tailored to reach targeted demographic AND geographic audiences. This includes culturally and linguistically diverse (CALD) groups, First Nations peoples and regional Australians.
- 2.4.4 Include rationale, media formats and indicative spend per channel.
- 2.4.5 Buy and implement approved media plans across relevant digital platforms including search, BVOD, display, audio, social media and content partnerships.
- 2.4.6 Ensure campaigns are executed within timelines and agreed budgets.
- 2.4.7 Monitor live campaigns, applying ongoing optimisation based on performance.
- 2.4.8 Provide weekly in-flight reporting during active campaigns.
- 2.4.9 Attend weekly WIP meetings, campaign briefings and post campaign debrief sessions.
- 2.4.10 Deliver monthly reports summarising campaign performance, insights and benchmarking, as well as campaign specific reports capturing learnings and outcomes.

Milestone	Description	Target Date
Contract commencement	Onboarding and kick-off meeting with NFSA Marketing team	15 September 2025
Supplier briefing	Full briefing session with internal stakeholders and creative partners	22 September 2025
First campaign briefing	Supplier receives first detailed campaign brief (e.g. website launch support)	22 September 2025
First campaign pitch	Media pitch in response to campaign brief, including targeting, channels, budget split and required creative assets	31 October 2025
Weekly WIP meetings	Regular check-ins on strategy, planning, live campaigns and reporting	Weekly from February to June 2026
First campaign activity live	Launch of first approved digital campaign activity	Early February 2026
Monthly reporting cycles	Monthly performance reports, insights, and optimisation recommendations	End of month from February to June 2026
Quarterly media plan review	Refinement of media activity and targeting approach	February & May 2026
Post-campaign analysis	Summary reports delivered at the end of each major campaign period	As campaigns conclude

Final Phase 1 insights	Consolidated review of Phase 1 campaign outcomes, insights, and benchmarks	June 2026
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### 3. Delivery Timeframes

#### 3.1 Goods/Services Delivery Timetable

An indicative Goods/Services delivery timetable is set out below, noting these dates are subject to change and may be informed by the preferred Tender Response:

Milestone/Deliverable	State Date	Due Date
Strategic media pitch incl. targeting, budget split, channels & creative recs	22 September 2025	31 October 2025
First approved digital campaign launched across planned channels	Early Feb 2026	As mutually agreed by both parties

### 4. Tenderer Non-compliance

- 4.1 Tenderers must set out any identified or proposed non-compliance with each RFT Document at Section 8 of *RFT Document 3 – Tenderer Response Form*.
- 4.2 Tenderers are advised that non-compliance with any RFT Document that is not clearly set out in its Tender Response may not be considered by the NFSA at a later stage in the process, including possible revocation of a shortlisted or preferred Tenderer status.

### 5. END